

## Blizzard experience and cultural representation

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### Abstract

A lot of Russian culture texts uses the artistic situation of a raging blizzard as a plot outline during the description of a border situation in the existential sense of the word, forcing people to rethink not only the significance of a natural phenomenon event, but also the value component of their own worldview. A powerful element synonymous to a fate reflected in the Russian cultural tradition with a multiple echo in Russian regenerate an original mythological idea of a sinister evil spirit, which sent this test, in a deep reflection about the fate of a man emerging, however, in a typical household situation (a blizzard in the central Russia is not a unique phenomenon). The article deals with the communication reference of a blizzard phenomenon in the field of language, literature (immanent and projection analysis of a literary text) and its audio-visual representation. The reference links between the central text of the study and a wide range of Russian culture works is established by interpreting the key phenomenon of the "blizzard". The results of the performed analysis expand the understanding of this cultural phenomenon in an axiological aspect. An irrational blizzard element according to some view is turned as an artistic whole into the phenomenon which is important in cognitive terms, which bears more than a personal character and renewable repeatedly in the cultural discourse. Thus it is significant at the level of a cross-cultural communication for an adequate perception and understanding of cultural phenomena in general. The process of cultural phenomenon reception is represented as a relatively closed loop of a blizzard perception, which consists of lexical interpretation stages, the work with an artistic image in a text, as well as access to the intertextual level of analysis - The reconstruction of the means of other types of arts (film adaptation). The result of the developed method is the focus on the cultural component of the phenomenon on the basis of its internal structure opening and an unpredictable variability of the reception and reconstruction in the discourse.

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### Keywords

Audiovisual reconstruction, Linguistic representation, Projection analysis, Referential relations, The phenomenon of blizzard